BULLETIN FROM

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MUST BOOKS

April # 14

Morgan, Charles **SPARKENBROKE** Macmillan

** I think it a finer book, a more mature book, than *The Fountain*. I am curious to see whether its history bears out the theory that the popularity of *The Fountain* was due to (a) its meditative, philosophical qualities; or (b) the love story, with the almost insidious appeal of a secret - to many, shameful - romance. If the first was true, *Sparkenbroke* should equal or surpass it in popularity, for the philosophy, the intellectual challenge, the quality of the scholar, almost at times, the pedant, is there, and more essentially a part of the story and the characterization than in *The Fountain*. There is less of glamor in the romance - and more of conviction. It is a better integrated plot, with less allure. Definitely, a book which thoughtful readers will find stimulating; and a book that will go far on the impetus of *The Fountain* in securing a popular market. As the first Morgan title on the Macmillan list, it is assured a strong push from advertising and promotion - sales aids for the Trade, etc. $2.75

Literary Guild - June ~~May 1~~ ~~4/30/36~~. ~~5/14~~ 5/18

Lehmann Rosamond **THE WEATHER IN THE STREETS** Reynal & Hitchcock

** The best book she has written - and with as good a chance for popular success as her first book, *Dusty Answer*, although its road to success is a different one, based on a sound and general human appeal in the story itself, rather than a somewhat morbid curiosity which stimulated sales of *Dusty Answer*. There is no theme of perversion - though the assumption that extra-marital relationships are to be expected may make the book distasteful to your conservatives. This is an essentially honest book, the story of a love that came to quick consummation between a girl separated from a husband she did not love, and a man, bound by convention and loyalty, to an invalid wife. The theme is somewhat that of Ramona Herdman's *A Time for Love* - but it is a much more powerful and a better balanced book. Again a case where the fact that the book is the author's first under a new imprint will secure a strong backing from the publishers. $2.50

May 13

Morrow, Honore **LET THE KING BEWARE!** Morrow

* Mrs. Morrow is delving deep into our English backgrounds. First, in *Yonder Sails the Mayflower* she gave us England of the period when the Pilgrims were preparing to set sail from Plymouth. Now, she gives us England and the court of George III just before the War of Independence. One rarely hears of George III as anything but a bogey man - her's is a sympathetic picture of a ruler eager to conciliate his colonies. The hero of the story is a Tory, but his roots are in America, and ultimately - having played his part as King's Messenger to Benjamin Franklin, he is won back to

the country he deserted. There is a tender love story. There is more of politics than in the last book, which, perhaps, slows up the plot. But it is sure to appeal to a wide public. $2.50

AND THESE ARE WORTH A SUBSTANTIAL INVESTMENT

There are three dark horses, on which I'm pinning high hopes:- a novel of Ireland, *We in Captivity* by Kathleen Pawle (Dodd, Mead); good entertainment in the romantic field in Jerrard Tickell's *Fly Away, Blackbird* (Morrow); and a tremendous novel of the Civil War, *Gone With The Wind* by Margaret Mitchell (Macmillan). Add to these the new Daphne du Maurier, *Jamaica Inn*, grand adventure story (Doubleday, Doran), and a new Faith Baldwin to swell your library coffers, *Private Duty* (Farrar & Rinehart). Non-fiction pretty thin. *My Big, Wide, Beautiful World* by Juanita Harrison (Macmillan) is your best bet for popular sales. See reports on pages following.

PROBLEMATICAL BOOKS - *Fiction*

April 3

Carleton, Patrick — SATURDAY TO MONDAY — Dutton

Carleton is unlikely to reach a popular market with any of his books. But discriminating readers enjoy his intellectualism and his psychological approach. This is a story more on the order of his *The Hawk and The Tree* than anything else he has written. A story of adolescence and maturity, as represented in the persons of two men, against a setting of English town and Welsh resort. Not easy reading. Go light. $2.50

Stebbins, Lucy Poate — MORNING GLORY — 4-10 — Penn

For the Laring - Hauck audience - good light reading for the conservative. The romance of a widow whose usefulness seems to come to an end when her daughter and her father no longer need her. She becomes housekeeper to a grumpy man who wants a companion for his ward who has been brought up like a Japanese girl - and it is the widow who finds romance in the end. Rental libraries. $2.00

April 13

Corliss, Allene — IT'S YOU I WANT — Farrar & Rinehart

A Boston background - the story of a girl who is jilted after years of loving one man, and of what the blow taught her about her own emotions, Allene Corliss has a facile style and a pleasant gift of story telling. She's not important, but she is a safe circulating library bet for women readers. $2.00

April 17

du Maurier, Daphne — JAMAICA INN — Doubleday, Doran

** Grand adventure in the high manner - wild moors - mysterious midnight marauders - strange eerie happenings - piracy and wrecking and smuggling and murder - an innkeeper who turns guests away - his wife, cowed and terrified - an albino in the guise of a clergyman - and a girl whose courage and curiosity help to uncover the dastardly truth of it all. Good reading - and good writing. The jacket has selling qualities. The colored posters supply excellent sales aids. $2.50

April 20

Johnson, Alvin **SPRING STORM** Knopf

Except for the fact that there's a bit of adultery on the side, this might pose as a candidate for Sunday School libraries - New Style. It seems to us priggish and dated. The story of an alien growing up in farming country, making his way in spite of obstacles, and almost destroyed by a designing woman; a study of the progress of a boy from adolescence to manhood, with the contributing factors. The author has written his own boyhood into the story, so that at times there is a note of authenticity, of sincerity, which cannot be ignored. As the Director of the New School for Social Research, his contacts and fame are wide and the book is due greater publicity than the average first novel. $2.50

Randall, Jean **IN LILAC TIME** 4-15-36 Macrae Smith

Romance in which hero and heroine start off with a misunderstanding which is only cleared up with the death of the other woman in the case. Clean fiction, should appeal to conservative women readers. $2.00

April 29

Tickell, Jerrard **FLY AWAY, BLACKBIRD** Morrow

* Good entertainment in the romantic field, with likeable characters, engaging sentimentality and diverting writing, which lifts the plot above the average run of the mill. The theme may sound stereotyped:- Irish Peter loves Austrian Nicola, Nicola loves Peter, but they are parted by Peter's career and Nicola's duty to her father. There are amusing bits; the regulation lovers' partings are handled with gay tenderness. Not over-moral, but not offensive to any but the rabid conservatives. It's a lot of fun. (Selected in England as British Book Society choice, under title, *See How They Run.*) $2.50

About May ~~1~~ 15

Boyd, Martin **THE LEMON FARM** Norton

A well done tragic love story of two young people who run counter to convention in a small gossipy English coast town. They dream dreams of an idyllic life on a lemon farm in Cyprus - but the boy fails the girl at a crucial point, and death results. Not for old line Tories (to whom recurring nakedness might breathe of scandal), but for those who like non-stereotyped reading. $2.00

May ~~1~~ 8

Comstock, Harriet T. **SACRIFICE FOR LOVE** Doubleday, Doran

Stock reading matter from a dependable (to me dull) writer. The problems of a young married couple who adopt the child of the husband's not too lurid past, make him part of their life, and then put him somewhae into discard when their own child is born The older lad wins out as his fineness of character comes through his difficulties. $2.00

May 1

Mercein, Eleanor **MIXED COMPANY** Harper

A dozen short stories - interesting - romantic. Their locale shifts from Italy, to Poland, to Hungary to America; the time from frontier days to the present. Written in the dependable Mercein manner; she weaves a good yarn and she can be counted on for colorful background and incident. S. E. P. $2.50

May 5 ? 6-30 - BK of the Month Jul

Mitchell, Margaret **GONE WITH THE WIND** Macmillan

* Don't sell this as primarily a novel of the Civil War. Sell it rather as a novel in human emotions against the background of the Civil War and its aftermath. It has the finer qualities of *So Red The Rose*, - the authentic picture of people and places and incidents, something of the moonlight and honeysuckle of the glamorous Old South, much of the traditions and manner of life and thought. It has too great length - the author will learn with experience the valuable and essential lesson of selection. But, from the point of view of story and characterization, I found it more absorbing reading, more vital characterization than the Stark Young book. Instead of taking form as a succession of pictures from a family album, the characters come to life with the impact of life upon them, and their impact, one upon the other. The central figure is a girl, spoiled, selfish, dominating, wilful, magnetic, - you hate her, you long to throttle her - but you can't help acknowledging her fascination and admiring her spirit. An opportunist, yes, but she pays the price. The author comes from the state of which she writes - Georgia - and she knows her background thoroughly. She can write. $3.00

May 7

Baldwin, Faith **PRIVATE DUTY** Farrar & Rinehart

The story of a lovely young trained nurse and the three men in her life. A cross sectioning of the hospital staff - other nurses, internes, etc. Anecdotal material scattered through the book. Typical Faith Baldwin - no better, no worse than her average. Far below her potentialities (i.e. *American Family*). Dramatic incidents and a happy ending. Rental library. Serialized in Ladies' Home Journal. $2.00

May 22

Skidmore, Hubert **I WILL LIFT UP MINE EYES** Doubleday, Doran

Homespun tale of a hill family attempting to uproot themselves and form new contacts in the mill town in the valley. The mother's burning desire to return to the farm in the hills and save her children from town life dominates the story. A very real quality to the characters and a three dimensional feeling to the Kentucky Blue Ridge background. First novel - winner of Avery Hopwood Award. $2.00

Late May 5/16/36

McCord, Joseph **DOTTED LINE HONEYMOON** Macrae Smith

Light fiction - concerning plight of a girl who marries a stranger to fulfil a contract - although believing him a criminal. As his danger increases her love takes root, and all turns out right in the end. Not important. $2.00

THESE NOVELS RECEIVED TOO LATE FOR INCLUSION IN FEBRUAY ISSUE

Published

Saint-Helier, Monique **THE ABANDONED WOOD** Harcourt, Brace

A novel of character rather than plot or incident, fastidious in style (this carries through the translation) - for a limited and discriminating audience. Winner of the America-France Award. By indirection the story of the Aleracs' loss of power and wealth to the grubbing Graews - and the three cornered battle between the two families, as Jonathan Graew finds his efforts to humiliate his enemies increasingly successful. $2.50

March 16

Pawle, Kathleen **WE IN CAPTIVITY** Dodd, Mead

* Don't slip up on this, even if this report is running close to the publication date. It ranks high on two counts:- first, as a vivid, sympathetic, enlightening picture of the Irish people torn by their natural sentiment and their almost fanatical love of their own country and eagerness to right her wrongs; second, as one of the best pictures of a boys' school, and the pangs of adolescent growing pains, that I've come across for some time. The effect of the Irish National Movement on sensitive boys brings tragedy and havoc - but the spirit of Ireland and the Irish emerges. Brilliantly handled - and grand reading. The usual stumbling block of dialect is scarcely a factor. And yet the book is essentially Irish. $2.50

Hamilton, Cosmo **ADAM AND EVELYN** Dodd, Mead

Tripe - yes - but the rental libraries will thrive on it, for Cosmo Hamilton still pulls an audience. The story of a concert singer, of the accompanist who inspires her, of the broadcasting company and the all-seeing eye of the radio audience, demanding purity from their idols. Threatened with failure if they separate - and the loss of the home and garden she loves - the woman proposes marriage. She loves him - he doesn't love her - the girl next door attempts the role of the serpent in their Garden of Eden. But all comes right in the end when the wife succeeds in making herself indispensable to his work, as he is to hers. $2.00

Morgan, Beatrice Burton **THE MAINSPRING** 3/23 Farrar & Rinehart

Clean, wholesome and moral family story in which a respectable couple's three offsprings gradually awaken to their evil ways of life and change their paths. A marriage headed for a break-up, a son flying too high for his pocketbook, and a daughter approaching romance from the wrong angle, are all safely set on the right track. Moral, sugar-coated - for women primarily. Rental libraries. $2.00

March 19

Hall, Leland **THEY SELDOM SPEAK** Harcourt, Brace

If this had not followed in the wake of his ***Salah and His American***, it might be easier to judge it on its own merits, as a story of a Maine family from the 89's to the close of the World War. The lives of the old and new generations - the unchanging background of the farm - these are the ingredients for a serious novel of people and place. Lacks the subtle unique charm of the earlier book. An adequate but uninspired piece of work, which doesn't measure up to other books of its type - ***As The Earth Turns. Time Out of Mind, Mary Peters***, etc. $2.50

RECOMMENDED MYSTERIES, WESTERNS AND THRILLERS

March 16

Dyer, George — THE CATALYST CLUB — Scribner

* Good entertaining bafflement when a group of amateurs work on a murder from various angles and eventually bring the right man to justice. San Francisco setting. First rate yarn. $2.00

March 23

Roscoe, Theodore — I'LL GRIND THEIR BONES — Dodge

Mystery plus marital adventure, with a roving news reporter pursued by repeated attempts on his life when he refuses bribes from a munitions manufacturer. Sometimes strings a long bow, but good time consumer. $2.00

April 9

Masterman, Walter S. — THE ROSE OF DEATH — Dutton

A self-selected band of amateur sleuths find themselves up to the hilt in a series of gang murders and blackmailing. Scotland Yard to the rescue, and the plot is finally revealed, an original method of poisoning brought to light, and the leader secured. A bit of romance on the side. $2.00

April 13

Stout, Rex — THE RUBBER BAND — Farrar & Rinehart

* Another Nero Wolfe story - and a good one. The problem revolves around what looks like (1st) an attempt to "frame" a girl in a simulated robbery (2nd) an attempt to do a group of people out of a long-due debt; (3rd) a blackmail plot. Good deductive reasoning - setting New York with throwbacks to Old West and England. $2.00

April 20

Shaw, Joseph T. — BLOOD ON THE CURB — Dodge

The wiping out of the Black Hand menace in New York's Little Italy, before the days of high-powered crime, but when bombs, stilettos and death signs were just as potent. Almost single handed young Cardani does the job. $2.00

~~May 7~~ pp fall.

Frome, David — MR. PINKERTON HAS THE CLUE — Farrar & Rinehart

Mr. Pinkerton goes to Bath for a holiday - and once again murder crops up when an ex-actress who has made a fortune and leaves it successively to various people, is murdered. Local police - Inspector Bull of Scotland Yard - all to the rescue. But Mr. Pinkerton turns the trick. Good tale. $2.00

May 13

Ermine, Will **PLUNDERED RED RANGE** Morrow

A formula Western - but not too stereotyped in the handling. Cattle versus sheep - and a fearless young cowman defending the ranch of the girl he loves and whipping it into shape. $2.00

May 15

Oppenheim, E. P. **ADVICE LIMITED** Little, Brown

* Not a novel but a series of episodes built around the Baroness Clara Linz, beautiful widow, who has founded a business, Advice Limited, in which she works closely with Scotland Yard. A romance with a young Spaniard serves as connecting link throughout. The episodes:- theft of a load of gold bars, a succession of broken engagements, the changeling baby, a death on the golf course, the theft of some dress designs, etc, etc. Oppenheim does this sort of thing extremely well. $2.00

PROBLEMATICAL BOOKS - *Non Fiction*

~~March 20~~ April 23

Elliott, Grace L. **WOMEN AFTER FORTY** Holt

Technical phraseology gives this book the flavor of a book for the professionals - or for the initiated layman - rather than for the average "woman after forty" to whom the title might appeal. Sound psychological and physiological content. Good advice, though not a "self help" book. $1.25

March 31

Breck, Flora E. **JOBS FOR THE PERPLEXED** Crowell

Vocational book for anyone out of a job, because of circumstances or ill health which prevent seeking a conventional type of work. Suggestive - imaginative - should be stimulating to anyone with initiative. Sound advice - variety of projects - case records to inspire confidence. $1.00

March 31

Thompson, Edward **SIR WALTER RALEIGH** Yale

The portrait of a man who is a hero to his biographer, but who was well hated by his contemporaries on many counts. One of the great Elizabethans, he stood for many facets of a colorful period, and this account of his varied and eventful life paints at the same time a vivid picture of the Elizabethan and Jacobean courts. Well-written, scholarly, just avoids being a bit pedantic at times and is, on the whole, good reading. $4.00

Announcing for early ~~April~~ May 20th 6/15

Architectural Forum editors **101 SMALL HOUSES** Simon & Schuster

The October issue of The Architectural Forum consisted of photographs specifications and plans for 101 houses to be built within the $20,000 limit of the Federal Housing plan. The book with additional text matter, serves as a manual

for prospective home builders, with practical advice on contracts, budgeting, taxes, location, etc. Wonderful value - size 9" x 12". 250 pages. Boxed. ~~$1.79~~ 1.98

April 1

Petulengro, Gipsy **A ROMANY LIFE** Dutton

An autobiography that, at the same time, is a searching revelation of gipsy life, customs, traditions, thought, and philosophy. The story of life on the open road, of adventure and glamor and disillusionment and poetry and love. The author has established a certain market with his radio audience. He has a faculty for spinning a yarn. Sell as romantic adventure biography. $3.00

And for a plus sale

Petulengro, Gipsy ROMANY REMEDIES AND RECIPES Dutton

A handbook of gipsy lore, how to prepare herbs and simples, how to treat various common ailments, how to make up the medicines sold at fairs, etc. A curiosity, rather than a book for practical use. $1.00

April 7

Collison-Morley, L. THE EARLY MEDICI Dutton

The author of *The Story of the Borgias* and *The Story of the Sforzas* adds the Medici to his studies. Beginning with Cosmo, virtual founder of the family in Florence, he carries on through Leo X - covering the period of their fame, 1429-1521. Each character is etched against the background of his period, and the characters of the times are part of the whole. Not a glamorous book - as one might expect - sound scholarship - good reference material. $3.75

Haley, J. Evetts CHARLES GOODNIGHT 5/26 Houghton,Mifflin
Cowman and Rancherman

* Houghton is building an excellent list of sound Western source material and this should be a valuable addition to it. The life story of a famous Texas cattleman, from his beginnings as poor boy and scout, to his position as an experienced rancher, prominent in state cattle raising, in the organization of the Pan Handle Association, in the questions of land leases. Authentic Western material - should appeal to the *Texas Rangers* market. Good reading. Illustrated. $3.50

April ~~10~~ 23

Sinclair, Gordon KHYBER CARAVAN Farrar & Rinehart

Sinclair can be counted on for well-paced, colloquial, modern adventure - not sentimentalized, not pulling the long bow unduly in the personal adventure aspects. This is a dramatic, fast moving story of his adventures in Northern India, in Waziristan, in earthquake racked Quetta. Good escape reading for fire-side travelers - more lusty adventure than the Halliburton books. Illustrated. $3.00

Mid April

John, Claudius O. BORAH OF IDAHO 4-8-36 Longmans, Green

Timely - as part of the campaign library set-up. So far as I know the first well-rounded life of the Senator from Idaho. The facts are all there. The biographer

makes no attempt to do an interpretative biographical job - but lets the facts speak for themselves. On the whole, a laudatory biography, in the old tradition. Illustrated. Sell to public libraries, etc.

~~April 16~~ 6/25/36.

Collins, A. Frederick THE NEW WORLD OF CHEMISTRY Lippincott

Might be considered a companion volume to his *New World of Science*, as the material is presented in much the same topical way. The subject is a vital one, with new discoveries constantly being made. Mr. Collins has succeeded in making the approach comprehensible to anyone remotely interested in the subject - but the market is definitely that, and not for the absolutely uninitiated. $2.50

April 17

Moreland, Patrick Davis SEVEN SONGS: *Selected Poems* Doubleday, Doran

Though this has no special originality in metre or substance, there's a rarely lovely lyrical quality in these poems of feeling and beauty, written by a new poet of the Southwest. $1.50

Williams, Henry Smith, Dr. YOUR GLANDS AND YOU McBride

Clear - concise - interesting - the best book for the layman on glands which has appeared for some time. Contains the latest medical findings, and includes practical application of these discoveries to individuals. $1.75

Allis, Marguerite ENGLISH PRELUDE Putnam-Minton, Balch

A novel sort of travel book - a genealogical and antiquarian trip through England, tracing sources of America's oldest families. Not a personal and individual research job, but rather the running down of locales with connections known to early colonists. Lists of people, at end of various sections - but not handled as a family assignment. Should be of a certain amount of interest to collectors of Americana. Illustrated with drawings by the author. $3.50

~~April~~ 20 JR Jan BOM

Frost, Robert A FURTHER RANGE Holt

* A new Frost book, after a fairly long interval, is news. This one contains a good many poems (twenty, I believe) that have never been published, and many that have appeared in periodicals, but not in previous volumes. Some of his finest work is here - there is a definite trend toward proletarian expression - but I still find his lyrics more appealing. Limited, signed - $7.50. Trade - $2.50

Landau, Rom GOD IS MY ADVENTURE Knopf

* A Book on Modern Mystics, Masters and Teachers - so runs the sub-title. With the live interest current in the subject of mysticism, this book should have a double market - that, specifically, and, in addition, the market of those interested in having ready access to keen, interesting analyses of famous modern mystics on whom information is generally inaccessible. The author makes a personal study of

various systems current in our times, seeking for a working philosophy, a path of life, a way to God. He covers briefly, first biographical data, then the impression he, personally, forms of the teachings and personality of the men and their followers:- Keyserling and the School of Wisdom; Stefan George and Bo Yin Ra; Rudolf Steiner and the way of occultism; Communism in England; Krishnamurti; Shri Meher Baba; George Jeffreys and faith healing; Dr. Frank Buchman; Ouspensky; Gurdjieff. Then, following a brief discussion of the effects on the various movements in Germany of the Nazi regime, he returns - after a lapse of time, to the three philosophies that seem to touch him most nearly, to Keyserling, Steiner and Krishnamurti. Buchmanism and the Oxford Group come off not too well. He feels, in the last analysis, that all genuine teachers are seeking the same truth; that the differences lie in states of consciousness, in origins, in methods. And he closes with a section constructively helpful in suggestions for personal research, application and understanding. Extremely well done - and stimulating reading. $3.50

~~April~~ 20 May 11*

Mencken, H. L. THE AMERICAN LANGUAGE Knopf

* Do you recall that the suggestion was made '(in reviewing Herbert's *What A Word!* - page 80), that a record be kept of customers - a growing number - interested in dictionaries, books about language, etc.? Here is another candidate, the most comprehensive, thorough study of the growth of a language virtually our own that has appeared. Mencken is admirably equipped for the task - and he has approached a vast subject with scholarly vision. One may feel, that, at times, he applauds Americanisms too loudly - but on the whole, the viewpoint is objective, the analysis sound. Words, phrases, pronunciation, usage, sheer barbarisms and colloquialisms, dialects, sectional peculiarities, place and proper names, etc. etc. An essential item for public and college libraries, and for any private library that pretends to have well rounded reference shelves. $5.00

Daniel, Hawthorne THE HOUSEHOLDER'S COMPLETE HANDBOOK Little, Brown

A good staple item for your handyman's first aid shelf - and the best of the lot. There have been a number of excellent books along these lines; but this "covers the waterfront" in readable and practical terms. And it is handled so as to be intelligible to the rankest amateur. Illustrated. $2.50

Seabury, David HOW TO WORRY SUCCESSFULLY Little, Brown

A bit slow in getting under way, but once started, Seabury succeeds in making his thesis of practical interest, his suggestions of practical help to the vast army of chronic worriers - and to the occasional worrier as well. He analyzes the subject from the psychological and physiological angles - then proceeds to indicate the dangers, give suggestions as to corrective "exercises" and gradually to route one to the point where worrying can be harnessed to serve a useful end. Dr. Seabury has an established market. $2.50

April 23

Strong, Anna Louise THIS SOVIET WORLD Holt

Unequivocally pro-Soviet, Miss Strong nonetheless,makes her presentation of the new Russian picture convincing and challenging. She first gives a sense of

a new philosophy, a new approach to life; she then takes groups, social and economic units, sections - and show Communism working. The approach is uncritical; the dyed-in-the-wool antagonist will read it sceptically. But for those who are open-minded and willing to see all sides, here is the best presentation of the hopeful side I have read. Follow up on enthusiasts of *I Change Worlds*. $2.00

April 24

Nichols, Beverley **THE FOOL HATH SAID** Doubleday, Doran

* *Cry Havoc* introduced Beverley Nichols as an advocate of Peace. *The Fool Hath Said* introduces him as an advocate of Christianity in a modern world. And he has succeeded in presenting his faith with so convincing a building np of his arguments, taking the hurdles one at a time, that even the most luke-warm Christian will emerge with a newly defined attitude toward his own religious concepts. The need for faith - the possibility of faith - the application of faith to modern problems - all this he has achieved, and he has done it reverently, sincerely and dramatically. I think it is a book that will be discussed widely - and that should sell in substantial quantities. Call to attention of the clergy in your community - sell in regular department and religious book department as well. Oxford Groupers will want it - but their opponents will not find it too strong an advocate. It is a book someone on your staff should read - and for which your customer list should be carefully checked. $2.00

May ~~1~~ 8

Huxley, Thomas **T.H. HUXLEYS' DIARY OF THE VOYAGE OF H.M.S. RATTLESNAKE** Doubleday, Doran

Huxley's position in the field of science - the fame of the scientific investigations of the HMS Rattlesnake - should insure a small but dependable sale for this diary - or one should say, extracts from four diaries. Four voyages in in all, and Huxley serving as assistant surgeon, and research director of certain phases of marine natural history. The first diary is too strictly scientific for the average reader; from the time he meets and falls in love with the Australian girl who eventually became his wife, the text gathers momentum and interest. $3.00

Hyman, Dick **IT'S THE LAW** 5/8 Doubleday, Doran

A trick book - collection of odd bits of law, concentrated chiefly on American law. Social, economic, political aspects - and humorous. $1.00

May ~~3~~ 12

Blom, Frans **THE CONQUEST OF YUCATAN** Houghton, Mifflin

The history of the Spanish attempts to bring the Yucatan peninsula under the Spanish flag, the failures and final capitulation, together with the hardships, the battles, and the leading figures of the struggle. Good description of Mayan life and its cultural background. Not pedantic. Good readable job. Growing interest in Mexico has stimulated interest in Yucatan as well. Frans Blom, of Tulane, has a wide reputation through his archeological research, and the exhibition of Mayan art which he sponsored. Illustrated. $3.50

~~May 5~~ 6/30 7/7

Bolton, Herbert Eugene RIM OF CHRISTENDOM Macmillan

The life story of Eusebio Francisci Kino, famous Jesuit, whose hopes of going as a missionary to China were constantly crushed, and his mission to Mexico and Lower California insisted upon. It is overlong - but full of interest, especially for Coast readers. Father Kino was a colorful figure - and the picture of the period and the background has the ring of authenticity. $5.00 ✓

John, Michael FACE OF REVOLUTION 4-14 Macmillan

Clipped journalese approach to the highlights of present day Western World problems and personalities, as the result of eighteen months spent in travel and investigation through Germany, Italy, Russia, England, America. An attempt to convey an impression of thought and work of leaders and dictators. Little new material - handling and approach, superficial and uninspired. $2.50

May 12

Harrison, Juanita MY BIG WIDE BEAUTIFUL WORLD Macmillan

* I have a hunch this book will go. The sections that have appeared in the Atlantic have aroused a good deal of friendly and interested comment. There is a naive sincerity - a gusto - a real sense of values and human interests - that takes it out of the ordinary. A stunt book, yes - the diary of ten years spent in seeing the world and fulfilling a childhood ambition, told by a Negro woman who earned her way around the world, taking jobs whenever she needed to augment her funds. A unique travel book - but primarily a unique human document. I thoroughly enjoyed it. $2.50

Announcing

Hepburn, A. Barton A HISTORY OF CURRENCY IN THE U. S. Macmillan

A standard work brought up to date by Dr. Neil Carothers, with a supplement covering the developments from 1923 to the present. An essential reference book for financiers, public officials, students of finance, libraries. $5.00 ?

Hudson, A. P. ed. HUMOR OF THE OLD DEEP SOUTH Macmillan

Anthology of regional humor - Tennessee, Alabama, Mississippi, Louisiana - and through their humor, an amazingly rounded picture of the life and people between 1540 and 1860. Explorers, scouts, Indians, hunters, preachers, lawyers, colonists, doctors, politicians, journalists, schoolmasters, pirates, ladies, - all have their say in a rich and varied collection from contemporary writing. A book for those interested in Americana. For public libraries. $5.00

May 13

Smith, Sanderson SWIMMING IS FUN Morrow

(Reported also in juvenile section). A how-to-do book, for the landlubber. Actually a practical book for self teaching, with diagrams, simple text, practical exercises, and detailed instructions for all popular strokes, dives, etc. $2.00

April ~~May 19~~ 28 ?

Agar, Herbert & Tate, Allen, editors — **WHO OWNS AMERICA?** *A New Declaration of Independence* — Houghton, Mifflin

Here's a rational program for escape from Fascism, Communism, old time Capitalism centralization, economic slavery. Nineteen men have contributed chapters presenting their views on the fallacies of present economic theories, and their theories of reconstruction. Provocative, stimulating. A book for anyone interested in current problems - and a way out. $3.00

THESE BOOKS RECEIVED TOO LATE FOR INCLUSION IN A FEBRUARY BULLETIN

Published

Hoan, Daniel W. — **CITY GOVERNMENT** — Harcourt, Brace

Milwaukee is a solvent city. Hoan has been her Socialist mayor for 19 years. An analysis of what is generally wrong with city government and what can be done about it. What is city government? What are taxes used for? Utilities? Public VS private ownership? Education, health, housing, recreation, police and fire protection, crime prevention, safety, etc. More service for the dollar. An eye-opener as to the possibilities of sound government. All very calmly and convincingly presented - a good score to the credit of Socialism. A book that every political-minded and conscientious citizen should read. $2.50

Gibbs, Sir Philip, ed. — **THE LIFE AND TIMES OF GEORGE V** — Lippincott

A hastily put together hodge podge of material, a cutout job, I should say, and not very well done at that. Factual - chronicle of events - no attempt at evaluation or balance - virtually nothing personal. Pass it up in favor of last year's two excellent biographies, and the Fortune material. $2.75

March 19

Stein, Rose M. — **M-DAY** — Harcourt, Brace

The title signifies "mobilization day" - the day America mobilizes for war. The facts exposed in recent Senatorial investigations of the Nye Committee form the basis of this analysis of the steps leading up to the war - and the events leading up to another war today. The data has been adroitly brought together - and the results speak for themselves (though one can't help but give a backward glance at omitted evidence in other directions). Nothing startlingly new, to those who followed the investigations. But the premise and the findings are a challenge. Not in the class with *The Road to War.* $2.50

Oddie, Elinor — **THE ODYSSEY OF A LOVING WOMAN** — Harper

"It was her tragedy that she took love seriously - so seriously that the man of the moment was always the perfect hero, incapable of imperfection, the god for whom no sacrifice was too great." Such is the thesis on which the biography of Jane Digby, notorious woman of the 19th century, is based. Lurid divorce case, sensational succession of lovers and husbands, including princes and brigands, outfictioning fiction - the story of a woman who loved not wisely but too well. Good reading - and an interesting human document. Illustrated. $3.00

PLEASE NOTE THESE CHANGES IN DATE AND TITLE

		Page
Douglas, W.A.S.	LONG JOHN MURRAY (Coward,McCann) definite date 4/24	67
Hull, H.	UNCOMMON PEOPLE (Coward,McCann) from 3/18 to 3/25	44
Husted, W.	BOTT (Coward,McCann) from 3/25 to 3/18	77
Neagoe, P.	THERE IS MY HEART (Coward,McCann) from April to 3/25	100
Saltmarsh, E.	EVER TOMORROW (Coward,McCann) from 3/25 to 4/10	64
Benchley, R.	MR. MACGREGOR AND THE ALLIED ARTS (Harper) title changed to MY TEN YEARS IN A QUANDARY AND HOW THEY GREW	108
Cannan, J.	FRIGHTENED ANGELS (Harper) from 3/5 to 3/19	23
Halladay, A. M.(J)	DOOR UNDER THE EAVES (Harper) from April to 3/19	117
Henderson, A.	ALDOUS HUXLEY (Harper) from 2/20 to 3/19	82
Bush, C.	MURDER ON MONDAYS (Holt) from 3/12 to 3/19	103
Weelen, J. E.	ROCHAMBEAU: FATHER AND SON (Holt) now correct title)	77
Evans, E. K. (J)	JEROME ANTHONY (Putnam) from April to July	115
Shapiro, H.	THE HERITAGE OF THE BOUNTY (Simon & Schuster) from 3/24 to early April	107
Trotsky, L.	THE HISTORY OF THE RUSSIAN REVOLUTION (Simon & Schuster) from March to April	56
Parton, E. (J)	PENELOPE ELLEN (Viking) from April to 3/6	117
Salvemini, G.	UNDER THE AXE OF FASCISM (Viking) from 3/9 to 4/13	105
Schrieke, B.	ALIEN AMERICANS (Viking) from 3/10 to 3/20	75

THE NEW YORK OFFICE CALENDAR - APRIL 1st TO APRIL 15th

~~Early~~ April 3 —	Adams, J.T. - THE LIVING JEFFERSON (Scribner)	98
April 1	Bates, E. S. - THE STORY OF CONGRESS (Harper)	79
	Kelly, J. - IT WON'T BE FLOWERS (Harper)	67
April 2	Benchley, R. - MY TEN YEARS IN A QUANDARY (Harper)	108
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April 3	Herbert, A. P.- WHAT A WORD (Doubleday, Doran)	80
	Hichens, R. - THE PYRAMID (Doubleday, Doran)	68
	McNally, W. - THE ROOFS OF ELM STREET (Putnam)	101
	Vollard, A. - RECOLLECTIONS OF A PICTURE DEALER (Little, Brown)	108
April 6	Mainzer, F. - CAESAR'S MANTLE (Viking)	109
April 7	Eberhart, M. - FAIR WARNING (Doubleday, Doran)	71
	Haley, J. E. - CHARLES GOODNIGHT (Houghton, Mifflin)	128
	Morgan, C. - SPARKENBROKE (Macmillan)	121
	Wren, P. C. - THE COURTENAY TREASURE (Houghton, Mifflin)	71
April 10	Saltzman, E. - EVER TOMORROW (Coward, McCann)	64
April 13	Carter, B. - JOHNNY Q. PUBLIC SPEAKS (Dodge)	110
	Stout, Rex. - THE RUBBER BAND (Farrar & Rinehart)	126
April 14	Hicks, G. - JOHN REED (Macmillan)	110
	Rand, A. - WE THE LIVING (Macmillan)	64
April 15	Blake, N. - SHELL OF DEATH (Harper)	103

Please Add the Following to The March 15th to 31st Calendar

March 16	Pawle, K. - WE IN CAPTIVITY (Dodd,Mead)	125
March 19	Hall, L. - THEY SELDOM SPEAK (Harcourt, Brace)	125

BULLETIN FROM

The New York Office 405 East 54th Street, New York

March 15, 1936

SPECIAL DEPARTMENTS FOR PLUS BUSINESS

Edited by Gene Simmonds

RELIGIOUS BOOKS

Booth, Henry K. **THE GREAT GALILEAN** Scribner

** This is a grand book, ancient in setting, modern in plot. If the names of the places and groups were changed for those of our day it would be as keen a picture of 1936 as has been painted. Not a fine shading or highlight need be changed. Vital and vigorous Jesus is drawn in all his greatness, not the pale subject of so many portraits who has repelled so many, but the rugged personality whose complete manhood convinced men of his Godhood. Here is a book that men and boys will like, a book whose hero they will follow, worthy of their admiration and allegiance, a warm living human being subject to their same emotions who lived in the same world of sin, dissention, war and social injustice and overcame it, winning the right to become Master and Savior of men. Booth is popular, you can take advance orders. *April.* $2.00

Burke, Jane R. **THE IMMUTABLE LAW** Dutton

Edward S. Martin and Frederick Bligh Bond met with Mrs. Burke for twenty sittings for these messages "understood to be dictated by Thomas Troward, lately Judge in Punjab." Whether we believe or not in this power, the messages are peculiarly gripping, interesting and thought provocative. Not a religious book primarily, but one in which many people will be interested for this may well be the next step. $1.00

Chambers, Oswald **THE PLACE OF HELP** Dodd, Mead

After the success of the *Golden Book, My Utmost for His Highest,* we expect Oswald Chamber's books to have a ready market in this country. Moreover, this new selection should meet with even greater acclaim. England is used to his writings, whereas they have a fresh radiance that is new to us. Each chapter has a bible selection and a development of the thought contained in it presented with enthusiasm. sincerity and courage. There is a sure sale with your clergy who admire England, with Evangelicals, Wesleyians, and the Oxford Group whose members brought the *Golden Book* to this country. *March 31.* $1.25

Drury, Samuel **DRAW NEAR WITH FAITH** Harper

* As Headmaster of St. Paul's School, Concord, Dr. Drury is well known in the educational field; as Rector of the most famous church-school in this country he is

known to the clergy and churchmen. His supreme gift, however, centers in his influence over his pupils and the persuasiveness of his spiritual message. To those outside the Episcopal Church and many within, the Holy Communion is a mystery, if not entirely meaningless, in spite of the fact that it is considered the most important sacrament. Dr. Drury writes simply and sincerely taking into consideration the stumbling blocks that prevent our "drawing near", facing each problem with the sympathetic understanding that marks him as the great teacher he is. The chapter titles intrigue and the contents convince. It should become a handbook in the Episcopal Church and for Clergy, Seminaries, study and confirmation classes, those who were inadequately prepared for confirmation as well as those who would refresh their minds and spirits. A helpful, human little book with plenty of the divine. *February.* $1.35

Hughes, H. M. THE CHRISTIAN IDEA OF GOD Scribner

Are you aware that Scribners has an excellent series called ***Studies in Theology*** at $2.00 each, written by leading theologians? A theologian's library similar to the sportman's library that is so successful. Dr. Hughes writes on a subject of widespread interest for Christian and non-Christian share that interest in the Christian conception of God. Far simpler than Otto's ***Idea of the Holy***, this covers much the same ground and will be read by clergy, laymen, religionists, those in the church and without, for who isn't intrigued by Yahweh, the wholly other, the Trinity, etc; all the things we've heard of and want to know about. *March.* $2.00

Jarrett, Fr. Bede, O.P. HOLY WEEK Sheed & Ward

A new book on Holy Week, especially the seven words, is always news, whether or not the material is presented with a keen fresh point of view is quite another matter. Father Jarrett has put into this tiny book the power and perception of a great soul. The short simple sentences present vivid pictures. His quiet statements spell assurance. Here is a man "who knows Him in whom 'we' have believed" and whose very faith is contagious and comforting. *March.* $.90

Lyman, Mary Ely THE CHRISTIAN EPIC Scribner

Mark this title down for a shelf item, it will certainly become a staple stock title you should never be without. Mrs. Lyman writes delightfully and as she writes the New Testament unfolds before you. Each book is explained in content and historical background and each book appears a bit more fascinating than the preceding one. You go sailing along enjoying each personality, each place in the easiest, swiftest manner, only slowing down to turn very difficult corners, which would have been quite impossible to navigate alone. Through her experience in teaching and speaking, Mrs. Lyman knows the problems presented by the New Testament and she knows the answers, which she easily translates from sound theological terms to entertaining writing. *March.* $2.50

Miller, Madeleine FOOTSTEPS IN PALESTINE Revell

There is magic in the words "the Holy Land" and Mrs. Miller's love of Palestine and her faithful portrayal of its scenes make enchanting reading. Because of the similarity of its subject, title and jacket design, it is bound to be confused with H. V. Morton's ***In the Footsteps of the Master*** (Dodd, Mead '34) and I am afraid it will lose out on some sales by people thinking it is the earlier book which they have read. It is unfortunate, as the book is entirely capable of

standing on its own merits and being compared with the best. People who read the Morton book, and they are legion and increase daily, should enjoy these further footprints. The style is vivid, the bible incidents brought to life and the reader is quickly and easily transplanted to the Holy Land of the prophets of Israel and the Master of Men. Sell to the traveller or bible student; ideal for cruise passengers. *February.* $2.50

Przywara, Erich **AN AUGUSTINE SYNTHESIS** Sheed & Ward

* This is, in my judgment, the most important and permanent book on Sheed and Ward's list. The influence of St. Augustine knows no bounds, his doctrines are limited by no creeds, there is a universality to his writings strongly reminiscent of the breadth of Jesus' teachings and here for the first time we find his general writings arranged in an orderly fashion, grouped according to subjects and subjects arranged to lead the student from the philosophical consideration of truth, belief, search, God, Spirit and the Church to his conversion in God. Its scope is as tremendous as it sounds but many people will find it an indispensable book to read a portion of at a time and use for meditations. Like the Bible it has material for a lifetime study and I cannot see how any priest could be without it. To the philosopher, Augustine is the Christian Plato, to the Man of the World, his Sinner-Saint, ever sympathetic, ever convincing, ever challenging. *February.* $4.00

Sharman, Henry B. **JESUS AS TEACHER** Harper

* In this era of psychology, the genius of Jesus as teacher has been discovered and studied. As a psychologist and teacher He stands alone head and shoulders above the greatest of our day. To attempt a study of his methods or a comparison of the Gospel records has meant a very careful reading of all four Gospels and much arranging and changing. In this book Dr. Sharman has achieved this arrangement by grouping the first three gospels and then using the fourth, choosing the parts that contained the teaching of Jesus and by clear headings that cut to the point with the dexterity of a surgeon's knife brought the whole study into one consecutive story. The simplicity is forceful and the use of the revised text combined with exquisite typography gives the book a power that is strangely beautiful. I found it compelling with an almost supernatural charm. As a devotional study book it should rank high, clergy, teachers, doctors, psychologists, laymen - all who rank the Galilean as master teacher will want this book. Published December 2. $2.00

Sheldon, William H. **PSYCHOLOGY AND THE PROMETHEAN WILL** Harper

Everyone interested in Psychology, Religion, other people or themselves will be fascinated by this book and you should be sure in selling it that you do not let the words ***Psychology*** or ***Religion*** throw off your customer because they sound heavy, dull or technical. It is "sound" but one of the most readable and enjoyable books I've run across. It is 'fun reading', and for the person who is intrigued with psychology it is made to order. All the complicated terms and Latin names are omitted. The author says in simple English what he means and loses none of his authority or impressiveness. The problems of individuals are clearly stated and dealt with, then the individual in relation to society. While he treats these problems as medical he feels that they are medical only because they have not been made religious. As he points out psychoanalysts have done more for medicine because priests have done less in recent years. I recommend it heartily and wish it could reach that popular market that waste their time and money on self-help books. *March 19.* $2.50

Temple, William THE CENTRALITY OF CHRIST Morehouse

William Temple would be important wherever you put him; as Archbishop of York he becomes a cynosure for the eyes of the world. His *Nature, Man and God* (Macmillan '35) sold in spite of its $6.00 price as well as most popular titles and now the Washington Cathedral Series boasts a new book at $1.00. It is small as most rare things are small, but it is broad in its scope and power. The four lectures which comprise the book were Revelation, The Incarnation, Sin and Atonement, Christianity, Ethics and Politics. They are clear-cut, incisive and so simple that every word rings in your ears after you finish the chapter. The message of the centrality of Christ will be indelibly planted in the minds of anyone who gives the book a careful reading. Another volume of the lecturers given by the Archbishop in Chicago will be ready soon. Watch for that, too. *February.* $1.00

Wilson, Frank E. AN OUTLINE OF THE PRAYER BOOK Morehouse

A paper-backed gem, which gives in 107 pages the history and explanation of the prayer book as used in the Episcopal Church, popularly known as the *Book of Common Prayer*. Going back to the early customs and proceeding through the English book to our own, Mr. Wilson answers as he goes along the questions on which even the best churchmen are usually hazy. Each service is explained simply and reverently. It can be recommended unreservedly to clergy and laymen. *February.* $ .25

A LIST OF BIBLES

Keep This On File For Easter Sales

Bibles fall into three classes: the authorized or King James Version, the American Revised or Standard Version and the Bibles written in Modern English such as the translations by Moffatt, Goodspeed and Weymouth. They come in a variety of styles and sizes of print and are differentiated by the following names:

TEXT BIBLES consist of the text of the Old and New Testament.

SCHOLARS' BIBLES contain special Helps or Aids for Bible Students.

REFERENCE BIBLES contain the text of the Old and New Testaments with references down the center of the page referring to other portions where the same subjects are mentioned.

CONCORDANCE BIBLES are Reference Bibles plus a Concordance or Word Reference arranged in alphabetical order so as to locate the outstanding words by chapter and verse.

TEACHERS' BIBLES consist of the Reference Bibles with a Concordance, Bible Dictionary and often additional maps and helps.

RED LETTER BIBLES have the words of Christ in red.

THE KING JAMES VERSION was revised 1604-1611 before the three most important Bible manuscripts (the Simaitic, 1844; the Alexandrian, 1621; the Vatican, 1481) were available to translators. Beautiful though often inaccurate.

THE AMERICAN STANDARD VERSION was revised over a period of thirty years, 1872-1901. All the manuscripts were available. The archeological discoveries of the additional three hundred years contributed much to the clearness and comprehension of the original meanings. Used and endorsed by all Protestant Churches and Seminaries. Paragraphed. Less beautiful than the KING JAMES VERSION but sound.

The Goodspeed (published by the University of Chicago) and the Moffatt translations (published by the Association Press and now almost entirely by Harper) are important aids to Bible Study and should be confidently recommended as an additional help, first because the English is new and striking and second because both are the work of brilliant scholars who have thrown much light on difficult points.

In the list of Bibles that follows we have not made an attempt to give every number rather we have tried to give a few that are particularly well adapted to the needs of the average person buying one for study, reading or a gift. In almost every case these numbers are available at higher and lower prices, on better paper, in better bindings and some in colors, an idea that is growing steadily in popularity. For specimens of print you will have to consult the individual catalogues. You will find that a few good Bibles at reasonable prices and a thorough knowledge of them will materially increase your sales.

TEXT

BINDING	STYLE	TYPE	PRICE	PUBLISHER
Fre. Mor.	462	Cameo	3.75	Cambridge (Mac)
Blue Per. Mor.	4XD3	Cameo	6.00	"
Imitation Lea.	8	Boldface Brevier	1.00	Collins
Persianette	S89 (R.L.)	" "	1.75	"
Fre. Mor.	S91 (R.L.)	" "	2.50	"
" "	S91	" "	2.25	"
" "	S1790	Small Pica	4.75	"
Mor. Grain	1801	Pica	3.00	Harper
" "	1802C	Small Pica	5.00	"
Mor. Grain	1528	Bold Black	1.50	Holman
Gen. lea. in Blue or Red	1525	" "	3.75	"
Seal grain lea.	2014	" "	5.25	"
Leatheroid	1006	Bold Face	1.00	Nelson
"	1496	New Bold	1.25	"
Gen. lea.	1015	Bold Face	2.50	"
" "	1494		2.50	"
Leatheroid	1905	Large Clear	1.00	Nelson's American
"	96	Large	1.25	Revised or Stan-
Gen. lea	94	"	2.50	ard Version
Fre. Mor.	1473	Brevier	3.25	Oxford
" "	493X	"	5.50	"
" " in red	0447	"	6.00	"
" " in blue	0446	"	6.00	"
Gen. lea.	120	Large	2.50	Winston
" "	16290 (R.L.)	"	3.50	"
Fre. Mor.	6255	"	4.00	"
" "	T	Pulpit	5.00	"

CONCORDANCE

Fre. Mor.	23C2	Cameo	5.00	Cambridge (Mac)
Per. "	24XD2	Turquoise	9.50	"
Gen. lea.	2615	Long Primer	5.00	Harper
Gen. lea.	250	Clear	3.00	Nelson
Gen. lea.	552	Clear	3.75	Oxford
Fre. Mor.	8290	Black Face	4.00	Winston

REFERENCE

BINDING	STYLE	TYPE	PRICE	PUBLISHER
Fre. Mor. " " Per. "	13C2 14C1 14XD2	Cameo Turquoise "	4.25 5.75 9.00	Cambridge " "
Fre. Mor. Gen. lea. Real Mor.	S200 A3891 A3994	Brevier " "	3.50 5.50 9.50	Collins " "
Gen. lea.	2604	Long Primer	5.00	Harper
Gen. lea.	4625	Bold Face	5.00	Holman
Leatheroid Gen. lea.	156 3451	Clear New Bold	1.50 3.75	Nelson "
Leatheroid Gen. lea.	550 252	Clear Onyx Bold	1.50 4.00	Nelson's Amer. Standard Vers.
Fre. Mor.	03403	Brevier	4.25	Oxford
Fre. Mor.	8190	International Black	4.00	Winston

TEACHERS

Fre. Mor.	28XC2	Cameo	7.50	Cambridge
Gen. Lea. " "	2675 (R.L.) 2625	Long Primer " "	5.50 8.50	Harper "
Fre. Seal	4712	Extra Large	5.00	Holman
Gen. lea.	6451	Bold	4.25	Nelson
Gen. lea.	750	Bold	3.00	Nelson's Amer. Standard Vers.
Gen. lea.	0761X	Bold	5.00	Oxford
Bagdad Mor.	81	Blackface	5.00	Winston

BULLETIN FROM

The New York Office 405 East 54th Street, New York

March 15, 1936

Add to February 15th list of

GARDEN BOOKS

Arkell, Reginald — **GREEN FINGERS** — Dodd, Mead

* 'No foolin' this is a perfectly enchanting book, full of laughs, those inner chuckles that tickle the very spots that have so longed to be tickled. A perfect post-depression book of delicious verse about gardens and life. See page 28, "I Saw Nine Pests". There is all the cheerful cherubs' philosophy of cheer, the whimsicality of Milne and the irresistibility of Shepperd's in these rhymes and sketches, but I have run out of adjectives, so get plenty for stock. Garden, Bon Voyage, Bon Humeur! *March 16* $1.50

Sudell, Richard — **THE NEW GARDEN** — Scribner

* Sudell's *New Gardening Encyclopedia* has nothing on his *New Garden* for completeness. Starting with that dreamy moment when you gaze npon the wreck of mud left by workmen where your garden ought to be, Mr. Sudell considers the site, the soil, the type house, and makes his plans, hundreds of them for various type gardens, each with long list of suitable flowers and minute instructions for building, planting or whatever is involved. Shrubs, trees, pools and a vegetable garden are all included between the covers of the most captivatingly illustrated and jacketed book you'll put on your shelves this spring. Old gardeners will find plenty of suggestions too, so don't limit the sale. *February.* $2.00

BULLETIN FROM

The New York Office 405 East 54th Street, New York

March 15, 1936

SPRING SPORTING BOOKS

Barker, K. F. **HIMSELF** Scribner

I may as well confess that dogs are more than usually appealing to me, that *Himself* looks very like *Mine* and that his first book, *Just Dogs*, especially the part entitled "Changing Beds" struck a very familiar chord. *Himself* is a delightful gentleman terrier to his toes, full of imagination, inventive genius, subtle wit, and a gorgeous sense of humor, whose adventures will call forth from those strange creatures who don't like dogs - Victoria Regina's "Gentlemen, we are not amused", and from dog lovers - Bravo! *February*. $2.75

Buckingham, Nash **MARK RIGHT** Derrydale

* It's better than "De Shootinest Gent'man"!; as impossible as it may seem it's true. As a raconteur of sporting yarns, Buckingham is without an equal today. This book is strongly reminiscent of Frank Forester (Henry W. Herbert) author of the famous *Warwick Woodlands, My Shooting Box*, etc., which form the beautiful set Derrydale published a few years ago. The English is good, the phraseology excellent and the style is even more penetrating and arresting. There is a slight lack of humor, perhaps, which is usually supplied by a darky or guide or member of every hunting, shooting or fishing expedition, but with this very minor criticism you have finished the adverse note. His quail are game, his dogs sporty and the stories have the very scent of the fields and woods. Alive with the keen enjoyment of a good day's sport and memories, old friends and shooting companions, angling thrills and stately canyons, bucks and bull moose, ducks and dogs, the lore and laws of the field, full of the soundest practical information on how and what and when to shoot, cast and train, it is hard to do this book justice. Suffice it to say Nash Buckingham knows his subject, presents it simply and clearly and has written a book that will undoubtedly place him as the author of another classic. Grand sportsman, Southern gentleman, delightful writer. Start taking advance orders at once, you will have to jump fast or this book will be sold out before your customers (or even you) know it. Limited to 1250 copies. *April*. $7.50

Cross, Reuben R. **TYING AMERICAN TROUT LURES** Dodd, Mead

This is the time of year your trout enthusiasts begin snooping around to see if there is anything new on the market. Many of them will ask about books on "flies". In case you don't know what they mean by a fly, it is the bait used,to, as closely as possible, resemble the actual insect on which the fish are feeding. They are made of feathers and fur and wire and silk and their colors are as fascinating and alluring to me as worm angling is repulsive. This is an excellent book because it is a simple text book on fly tying technique. Starting with the tools the author takes up the question of hackles, materials and the actual tying of

special flies. Dry flies (or those which float) then wet flies (which sink), nymphs, etc. You'll sell plenty of these. *February*. $2.00

Darling, Thomas MINIATURE RACING YACHTS Scribner

If you've ever watched the children sail their boats on the Serpentine, in the Luxemburg or even Central Park where the sport is just in its infancy, you know how hard it was to tear yourself away. There's a subtle fascination to it that we simply don't outgrow. Thomas Darling, a Naval Engineer and Constructor has also taught manual training where many boys are being taught to make their own models. The book starts with very simple models and plans, gradually it goes on to the most advanced types showing the boys or men (reader, I should say, for there is no age or sex limit to these enthusiasts who are forming model yacht racing clubs all over the world) not only how to build but design their own yachts. The list and descriptions of the various models and the reasons for recommendation add a particularly nice feature which most of the books omit. *March* $3.75

Knight, John Alden THE MODERN ANGLER Scribner

About a year ago articles by John Alden Knight appeared in magazines advancing the theory now known as the Solunar theory, i.e. that certain conditions (Solunar periods) produced better fishing. Many anglers have adopted this thesis and made interesting tests. The author has a chart of these periods which has had a wide distribution. The rest of the book is devoted to angling in all its forms, methods, flies, rods, and reels and all kinds of information including much fascinating material on trout and bass and filled with good fish stories. *March*. $2.75

McTaggart, Lt.Col. M. F. D.S.O. THE TEACHING OF RIDING Scribner

This is probably the last book we will have from the famous English master. Although many horsemen and teachers felt that his methods were growing antiquated, he had a large number of admirers who always bought his books and will be sorry to hear of his recent death in London. This is a very simple little book written for instructors or parents, a book of warnings, suggestions, information, the A.B.C. of teaching, the A.B.C. of riding. *February*. $1.00

Sarl, Arthur J. (Larry Lynx) HORSES, JOCKEYS AND CROOKS Dutton

What Free for All , Evan Shipman's grand story did for the trotting track, 'Larry Lynx' has done for racing. Devotees of the track will devour it for here in one volume are the episodes, sad and glad, that have made up his life for thirty years as racing editor for the "People". Larry writes in a quick, choppy style, full of the sly twinkle and humor that lurk in his eyes and are so characteristic of his familiar figure that is at all the English meets. It presents an interesting picture of their slightly different customs, gives intimate sidelights on famous horses, jockeys and fans, and then goes thoroughly practical in a chapter that should sell at least one copy to everyone of the enthusiasts that make up the hordes that follow the races entitled, "How to Make Money at Racing". For those of you who will have the races in your cities this spring, I suggest having a poster made with that captikn and putting it in a window with the books. *March*. $3.50

Smith, "Lon" MODERN GUN DOGS Scribner

England has always recognized the importance of good gun dogs, whether they be retrievers or the spaniel group born to this work, they are stil bred and trained for it. So in this country, sportsmen are realizing that shooting is not the privilege of the rich who can afford to buy champions ready trained, but the joy of the man who can raise a good litter, train his puppy and work him in the field. This is the book for that man. *April.* $2.75

White, Samuel A. MAN SCENT Scribner

* The good animal story is so rare as to be news! Here's a classic in the making, for boys, for men, for women who love animals, here's a first rate adventure story, pioneer steel-bringers, Indian lore, folk lore, animal lore and life all packed into a perfectly swell story of the great Northwest that has the tang of the woods, the thrill of conquest and two hours instructive fascinating diversion anytime you want to pick it up and read or send it. It should be brought to the attention of schools as it is ideal summer reading list material. Camps should have it in their libraries for thirty animals are covered and the love of animals taught through the great-hearted engineer whom boys would idolize. You know by now how I loved it, so will you and every reader. *February.* $2.50

DERRYDALE

As usual there is little material available for review from Derrydale on Spring Sporting books. We are however including their list with brief descriptions of of their forthcoming Limited Editions to enable you to write your sporting customers. The books are all by men well known to sportsmen and will doubtless be "out of print" before you know it.

Chamberlin, Lt.Col.H.D. TRAINING HUNTERS, JUMPERS AND HACKS Derrydale

This important book is the second volume of Colonel Chamberlin's work, the first being his well known *Riding and Schooling Horses.* Uniform with the latter. 1250 numbered copies at $10.00. Ready in June.

Sturgis, William B. NEW LINES FOR FLYFISHERS Derrydale

Illustrated with drawing by Ralph L. Boyer and the author. A book of really new ideas on trout and bass fishing, with particular attention to fly casting and the latest improvements in tackle. 950 copies, bound in green cloth with gold and dark green decorations. $7.50. Ready in May.

Hunt, Lynn Bogue **AN ARTIST'S GAME BAG** Derrydale

Drawings and paintings of every species of American upland game birds, wild fowl, shore birds and predatory hawks and owls. Including four color plates. Size 8½ x 11 inches, bound in brown crushed levant pattern with gold and sepia stamping. Printed in colortype on fine paper. 1250 numbered copies at $15.00. Ready April 15th.

Buckingham, Nash **MARK RIGHT** Derrydale

Illustrated with photographs in colortype. A companion volume of fifteen stories by the author of *De Shootinest Gent'man*. Handsomely bound in scarlet with color plate inset medallion of quail. 1250 copies at $7.50. Ready on April 15th. See page 143.

Spiller, Burton L. **THOROUGHBREDS** Derrydale

Illustrated by Lynn Bogue Hunt. Stories of bird dogs, a silver fox, field trails, etc., by the author of *Grouse Feathers*. Beautifully bound in rich blue with gold border and panel of setter in gold and white. 1250 copies at $10.00. Ready April 15th.

Acton, C. C. **THE MODERN FOXHOUND** Derrydale

A Windward House publication. Illustrated with photographs. The author is one of the best known authorities on the English hound and writes most interestingly on all phases of his subject. The book has been read by several American Masters of Foxhounds and praised most highly by them. $3.00. Ready in May.

BULLETIN FROM

The New York Office 405 East 54th Street, New York

SECOND SPRING JUVENILE SUPPLEMENT

PICTURE BOOKS AND PICTURE STORY BOOKS

de Angeli, Marguerite **TED AND NINA HAVE A HAPPY RAINY DAY** Doubleday, Doran

A rainy day in an attic full of treasure trove - this is a story-come-true sort of picture story book, for children who want a story, read aloud, and who will like the pictures on every page which tell the story too. A second in a new series of which ***Ted and Nina Go to the Grocery Store*** was the first. This lacks the educational value of the earlier book, but is more popular in subject matter, and more attractive in format. Illustrated by the author. ***April.*** $ .50

Oliver, Jocelyn **ZOO:** ***Scenes and Portraits*** Oxford

Put in this group simply because it is, technically, a picture book. Actually, although the subject is somewhat concentrated on young animals of the zoo, the photographs are so fascinating in their successfully capturing of the expression and personality of the animals, that it will interest all ages. A series of photographs, showing zoo animals in daily doings. ***March.*** $1.25

FIRST READING BOOKS

Carroll, Ruth **CHESSIE** Messner

Chessie was the mascot cat of the Chesapeake and Ohio Railroad, and this is the story of how Chessie came to the railroad and made herself part of it, starting with the kitchen, going to sleep in an upper berth, being exiled to the baggage car, then reinstated in the Pullman, and reaching supreme heights by eating from a plate in the dining car. Ruth Carroll has humor and realism in her drawings - and the story is an appealing one. ***April.*** Junior Literary Guild. $2.00

Hader, Berta & Elmer **STOP LOOK LISTEN** Longmans, Green

As an integral part of a safety campaign this book should be in every primary classroom. From the point of view of juvenile literature, it seems somewhat machine made, and is not up to the Hader's usual standard of spontaneity, either in text or pictures. However, it does the job:- dramatizing, to a slight extent the importance of "stop, look, listen" in various ways, crossing the street, coasting, bicycling, playing with fire, etc. etc. ***April.*** $1.00

Lowndes, Marion & Chrystie, Frances **TRAFFIC** Doubleday, Doran

All sorts of motor cars stop at a gas station, and this is a shifting panorama of the day's round. With the wide interest in the subject, children will find this more appealing than its rather mediocre handling justifies. Too bad a really first rate fact book about the subject isn't done. ***May.*** Junior Literary Guild. $1.00

FOR THE 9'S TO 13'S

FICTION

Schiff, Bess **THE TRAVELLING GALLERY** Whitman

The story of an ever-fascinating sort of life, that of a travelling house on wheels. A father who is half an invalid and a small daughter sally forth with a picture gallery and a home on wheels, they settle down for a brief time in a field or square, take pictures of all who come to them, and then move on. But in their travels, Betty falls in love with a "friendly village", and a storybook cottage and a country playmate, and between them, they manage to come back to make their home in a real house in the country at last. *May. 8* $1.50

FACT

Shackelford, Shelby & Cox, R. Douglas **NOW FOR CREATURES** Scribner

* This is one of the most successful nature books we have found dealing with insects and animals found in the fields and garden, and pond creatures. While the adventures of discovery are closely linked with the actual experiences of a small boy, there is no sugar coating of facts, nor sentimentalizing of presentation. Butterflies and moths, pond creatures and ants - such are the main divisions. A great deal of sound information, and a certain stimulus to find out more makes the book successful both for home and school libraries. Illustrated. Published. $2.00

Octave, Helene **A FRENCH BOOK TO READ ALL BY YOURSELF** Little, Brown

* Excellent and original, both in theory and working out. The content is much more natural and interesting than any French primer I have encountered; the method of building vocabulary is virtually painless. I question whether (a) any youngster would read it "all by himself" - (b) whether it would be possible to achieve the end without substantial help on pronunciation. The introductory material on sounds is obscure without previous understanding. The section plunging into verbs is not as carefully integrated as the balance. Otherwise, I should say it was almost fool proof. Good for home or school. *March. 20* $1.75

13 AND UP

FICTION

Daniel, Hawthorne **HEAD WIND** Macmillan

* Pirates off the Connecticut shore - it sounds impossible, but here is a story set in the days when pirates were daring and a constant menace to coastwise shipping. Good adventure - and Hawthorne Daniel knows his stuff. *April.* $2.00

Holland, Rupert Sargent **THE SEA SCOUTS OF BIRCH-BARK ISLAND** Lippincott

Less is known of sea scouting - less written of their adventures, so this book has a ready-made audience in that field. Besides which it is good - though far-fetched - adventure of some boys who went on a fur expedition with a Hudson Bay Company outfit, and became involved in deep doings in the Far North. *May.* $2.00

FACT

Siple, Paul **SCOUT TO EXPLORER** Putnam.-Minton,Balch

Paul Siple was the boy scout member of the first Byrd expedition. He went on the second expedition as a member of the Scientific Staff. This is his story of that second expedition. Of vital interest to anyone seriously interested in factual accounts of Antarctic exploration - but not a book for anyone seeking straight adventure in narrative form. Crammed with solid facts - spiced with anecdotes about incidents and personalities- occasionally lightened with vivid word pictures of the Antarctic - good substantial reading. Illustrated. *April.* 30# $2.00

Smith, Sanderson **SWIMMING IS FUN** Morrow

Remember Margaret Penten Hamilton's book *Teach Yourself to Swim* published last year by Whitman's (see bulletin - September First - page 299). This is a more thorough book, for actual use when water - whether pool or out-of- doors - is available. The earlier book was for home consumption, from bathtub to ocean sort of thing. There is no attempt to teach swimming in *Swimming is Fun* except as the pupil is able to start in water of reasonable depth. From that angle, and with that start, I really believe swimming could be self-taught from this book. The directions are very simple and straightforward and clear; the exercises practical. Once foundations are established, each of the various strokes is taught in turn, by means of word descriptions and little charts in form of sketches. From swimming to diving - and the same process followed there. Excellent for camps - school libraries - scout libraries - clubs, etc. *May.* $2.00

SPORTING BOOKS FROM THE ADULT LIST

White, Samuel A. **MAN SCENT** Scribner

* A classic in the making, a first rate adventure story, folk lore, animal lore, and life packed into a grand story of the Northwest. For full description see supplement on Sporting Books. *February.* $2.50

Darling, Thomas **MINIATURE RACING YACHTS** Scribner

The book starts with simple plans and models, gradually going on to the advanced types. List and descriptions of various models and the reasons for special recommendation. For full description see supplement on Sporting Books. *March.*
Probable price $3.75